A METHOD OF INTRODUCING ADVERTISEMENTS AND PROVIDING THE ADVERTISEMENTS BY USING ACCESS INTENTIONS OF INTERNET USERS AND A SYSTEM THEREOF

5   **Technical Field**

The present invention relates to a method and system for ~~grasping~~ evaluating an interested field of an Internet user, i.e., access intention of the Internet user, and attracting advertisements ~~advertisement~~ from a plurality of sponsors on the Internet using the user's access intention, and providing the advertisement to the user on the

10   Internet, and more particularly, to a method and system for ~~grasping~~ evaluating the type of information desired by the Internet user by analyzing an ~~event~~ input event from the Internet user, attracting ~~the~~ advertisements ~~advertisement~~ related to the Internet user's access intention, or providing the advertisements ~~advertisement~~ to the Internet user ~~on the Internet~~ by ~~judging~~ determining the user's access intention through analysis of the

15   event.

Background Art

~~For a~~ A method according to the conventional art for analyzing an interested field of a user and providing predetermined information ~~among conventional arts, there~~

20   ~~exist a method for~~ includes receiving an interested field of a user who ~~intends to join~~ joins ~~as a member upon member joining~~ a service, and periodically, ~~or non periodically~~ providing information to the user related to the interested field ~~through~~ via ~~an~~ electronic mail, ~~to the user who has joined as a member,~~ or ~~a method for~~ providing ~~the~~ advertisements to the user related to the ~~received~~ interested field, ~~to~~ when the user ~~in case the user~~ logs in to the joined service.

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If a user makes an entry on an interested list, the interested list is classified and stored for each user~~., and the~~<u>The</u> user is ~~judged~~ <u>determined</u> to be interested in the field ~~described~~ <u>entered on</u> <u>in</u> the interested list <u>so long</u> as ~~far as~~ the user does not modify the interested list through a separate <u>removal</u> procedure. According to ~~such~~ <u>the</u> conventional art, ~~there is~~ a problem <u>occurs where</u> ~~of not being able to~~ <u>such a method cannot accurately</u> provide information <u>to a user</u> ~~in which~~ <u>to reflect</u> a user's interest <u>as they</u> ~~changing~~<u>change</u> ~~variously according to~~ <u>over</u> time ~~flow is actively reflected~~. ~~Also, there~~<u>There</u> is <u>also</u> a problem of not being able to grasp <u>a user's</u> temporary interest ~~information,~~<u>or a user's</u> ~~not~~continuous interest~~information~~. For example, in <u>the</u> case <u>of</u> an Internet user <u>who is</u> ~~moves~~<u>moving</u> next month, an interest ~~for~~<u>in</u> moving increases for a predetermined period of time~~,~~<u>.</u> ~~and after~~<u>After</u> the Internet user moves, the interest for moving <u>will</u> ~~decreases~~<u>decrease</u>. ~~But, according~~<u>According</u> to the conventional art however, ~~there is~~ a problem <u>exists where the method cannot</u> ~~of not being able to~~ grasp such temporary interest information. ~~And, in~~<u>In</u> <u>the</u> case <u>where</u> a user himself records an interested field~~of himself~~, ~~as~~ the interested field is roughly categorized~~, there has been~~ <u>and accurately</u> ~~a difficulty in~~ understanding ~~an~~<u>the recorded</u> interest field of ~~a~~<u>the</u> user ~~more accurately~~<u>has been difficult</u>.

FIG. 1A is a view showing an example of an advertising method <u>according to the conventional art</u> ~~by~~ displaying advertisement<u>s</u> related to a keyword on a part of a screen ~~in case of~~<u>when</u> searching for a web page using a keyword~~according to the conventional art~~.

The advertising method shown in FIG. 1A operates ~~in the following way~~<u>as described below</u>~~, in which:~~<u>.</u> ~~if~~<u>If</u> a user inputs a predetermined keyword <u>such as</u> "~~forming~~<u>plastic</u>" 110, the user is ~~estimated~~<u>determined</u> to have an interest in a plastic operation or plastic surgery<u>,</u> which are related to the keyword "~~forming~~<u>plastic</u>"110~~., and~~

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Accordingly, an advertisement 120 ~~of~~ for ~~a~~ plastic surgery is displayed on a part of the screen. The ~~Above~~ above-described advertising method ~~can obtain an effect of~~ may ~~increas~~ increase the effectiveness ~~of~~ing advertisements ~~advertisement effect~~ by providing advertisements specifically related to information ~~desired to be~~ searched ~~on a web page~~

5 ~~by~~ for by a user when searching the Internet. But such an advertising method provides ~~the~~ relevant advertisements ~~advertisement~~ only ~~at the time~~ when the user inputs ~~the~~ a relevant keyword, and therefore, ~~there are~~ problems occur in that advertisements ~~advertisement impression is~~ are not necessarily consistent. ~~and the~~ This is a problem since the number of advertisements that can be displayed on the screen with respect to

10 ~~the~~ a relevant keyword is limited. For example, a user who frequently inputs the keyword "~~forming~~plastic" is ~~much~~ very interested in "~~forming~~plastic.~~"~~; ~~therefore~~Therefore, if an advertisement for "~~forming~~plastic" is displayed ~~even~~ when the user inputs other ~~keyword~~keywords during searching, the number of accurate advertisements will ~~impressions increases~~increases and ~~also~~correspondingly, the click

15 rate ~~of~~ for the advertisements ~~advertisement~~ will increase, thereby increasing the effectiveness of ~~so that~~ the advertisements ~~advertisement effect will increase~~ even more. ~~Also~~In addition, if not only the relevant ~~advertisement~~advertisements are provided, but also other useful information related to "~~forming~~plastic" is provided to the user, overall user satisfaction ~~of the user~~ will ~~much~~greatly increase.

20   FIG. 1B shows an example of an advertisement attracting screen for providing a predetermined advertisement related to a predetermined keyword to a user as shown in FIG. 1A~~, to a user~~. Referring to FIG. 1B, there are four kinds of advertisements that can be provided to the Internet user. As shown in FIG. 1A, ~~the~~ classifications for providing an advertisement related to a predetermined keyword, i.e., a general keyword

25 advertisement, ~~is the part~~ includes "1. ~~banner~~Banner advertisement", "2.

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~~question~~Question guide advertisement", and "3. ~~sponsor~~Sponsor link" which are represented by the reference numeral 151. ~~Also, in~~In the case where the Internet user searches for information that belongs to a specific category, it may be possible to provide an advertisement related to the relevant category. Such an advertising method is

5   "4. Directory banner advertisement" ~~the part~~represented by the reference numeral 152.

As described above, as Internet ~~the~~advertisements ~~through the Internet is~~ become more and more widely used, a plurality of sponsors ~~intends~~wish to provide their advertisements on the Internet with respect to a specific keyword, but ~~there are problems that~~the number of advertisements that can be provided on ~~one~~a single user

10   interface screen is limited with respect to ~~one~~a single keyword. ~~and~~However, the keyword ~~capable of~~selected to ~~providing~~link with the advertisement may already be exhausted. Therefore, it has become increasingly more important ~~a matter~~that an Internet advertising enterprise should search for a new advertisement scope and make benefit out of it~~, is now emerging as a desperate issue~~.

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Disclosure of Invention

It is, therefore, an object ~~of~~for a method and system ~~for~~of attracting and providing Internet advertisements ~~on the Internet~~using an Internet user's access intention according to the present invention, to maximize ~~an~~the effectiveness of

20   ~~advertisement~~advertisements ~~effect,~~by ~~grasping~~determining an Internet user's access intention and ~~by getting a sponsor intending to advertise a predetermined advertisement on the Internet, to possibly provide~~providing an advertisement to an Internet user who is interested in a field related to the advertisement of ~~the~~a sponsor relating to the Internet user's access intention.

25   It is another object of a method and system for attracting and providing

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advertisements on the Internet using an Internet user's access intention according to the present invention, to resolve the problem of exhaustion of the-advertisement resources, by providing a new advertisement scope, growing out of the advertising method based on the general keyword advertisement of the conventional art.

5   It is still another object of a method and system for attracting and providing advertisements on the Internet using an Internet user's access intention according to the present invention, to create a new advertisement method by grasping determining an Internet user's access intention in advance and by-providing the Internet user's access intention to a sponsor, who wants to provide an advertisement related to such the access

10   intention,— of to a the user through-via the Internet.

To achieve the foregoing objects, according to a preferred embodiment of the present invention there is provided a method for generating advertisement information to attract advertisement on an Internet, the method comprising the steps of maintaining a keyword database for recording more than one keyword, type information of the

15   keyword, predetermined reference information that corresponds to the type information, and advertisement list information that corresponds to the keyword, in which the advertisement list information includes information for the number of advertisement files including the keyword; receiving a predetermined event from a user; recording a keyword that corresponds to the received event, for history data; searching for the type

20   information of the keyword by referring to the keyword database; searching for the reference information that corresponds to the searched type information; determining judging whether the keyword is an interested field of the user on the basis of the searched reference information; generating an advertisement file including the keyword regarded as the interested field of the user; updating the information for the number of

25   advertisement files in the advertisement list information stored in the keyword database;

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and generating advertisement information including the keyword and the updated advertisement list information.

According to another aspect of the present invention, there is provided a method for attracting an advertisement on an Internet, the method comprising the steps of maintaining a keyword database for storing more than one keyword and advertisement information generated according to the method as described in claim 1 in response to the keyword; receiving an advertisement request that includes an advertisement keyword from a first sponsor; searching for advertisement information that corresponds to the advertisement keyword by referring to the keyword database; processing the searched advertisement information and providing guiding information data to a web browser of the first sponsor; receiving a confirmation response from the first sponsor, in which the confirmation response includes first advertisement data of the first sponsor; and recording, in a first advertisement database, the advertisement keyword and the first advertisement data that corresponds to the advertisement keyword.

According to another aspect of the present invention, there is provided a method for providing a predetermined advertisement to a user of a search engine, the method comprising the steps of maintaining an advertisement database for storing more than one keyword and more than one advertisement data that corresponds to the keyword; receiving an access request from a user, in which the access request includes an advertisement file stored in a user's terminal; extracting a keyword recorded in the received advertisement file; searching for the advertisement data that corresponds to the keyword by referring to the advertisement database; and processing the searched advertisement data and providing the same to a web browser of the user; wherein the advertisement database is updated through the steps of maintaining a keyword database for storing more than one keyword and advertisement information generated according

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to the method as described in claim 1 in response to the keyword; receiving an advertisement request that includes an advertisement keyword from a sponsor; searching for advertisement information that corresponds to the advertisement keyword by referring to the keyword database; processing the searched advertisement information and providing guiding information data to a web browser of the sponsor; receiving a confirmation response from the sponsor, in which the confirmation response includes advertisement data of the sponsor; and recording, in an advertisement database, the advertisement keyword and the advertisement data that corresponds to the advertisement keyword.

Also, according to another aspect of the present invention, there is provided an Internet advertisement system comprising a central server having: a keyword database for recording more than one keyword, type information of the keyword, predetermined reference information that corresponds to the type information, advertisement list information that corresponds to the keyword, in which the advertisement list information includes information for the number of the advertisement files that include the keyword; a communication part for receiving a predetermined event from a user; a processing part for recording a keyword that corresponds to the received event, for history data, searching for the type information of the keyword and the reference information that corresponds to the searched type information by referring to the keyword database, and determining ~~judging~~ whether the keyword is the interested field of the user according to the searched reference information; an advertisement file preparing part for extracting the keyword judged to be the interested field of the user, and generating an advertisement file that includes the extracted keyword, in which the advertisement file includes more than one among a user's terminal number (PC ID), an identifying symbol of the user, and expiration date information of the advertisement file;

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an advertisement information generating part for updating information for the number of advertisement files in the advertisement list information stored in the keyword database, and generating advertisement information including the keyword and the updated advertisement list information; and an advertisement server having: an

5 advertisement database for storing more than one keyword and more than one advertisement data that corresponds to the keyword; an advertisement transmitting part for processing advertisement data that corresponds to the keyword included in the advertisement file by referring to the advertisement database, and providing the processed advertisement data to a web browser of the user; a storing part for storing

10 history information about providing of the advertisement data; an analyzing part for providing predetermined feedback information to a sponsor who has registered the advertisement data, on the basis of the stored history information.

Brief Description of Drawings

15 FIG. 1A is a view showing an example of an advertising method by displaying advertisement related to a keyword on a part of a screen in case of searching for a web page using a keyword according to the conventional art.

FIG. 1B is a view shows an example of the method for attracting the advertisement on the Internet according to the conventional art.

20 FIG. 2 is a flowchart showing the method for <u>determining</u> judging the Internet user's access intention according to one embodiment of the present invention.

FIG. 3 is a flowchart showing a flow of a method for generating a list of user's access intention keyword data for use in the method for attracting and providing the advertisement using the Internet user's access intention of the present invention.

25 FIG 4 is a structural block diagram showing an example of the system in which

the method for generating the list of the user's access intention keyword data of the present invention shown in FIG. 3, is performed.

FIG. 5 is a structural block diagram showing another example of the system in which the method for generating the list of the user's access intention keyword data of the present invention shown in FIG. 3, is performed.

FIG. 6 is a flowchart showing a flow of the method for generating the list of the user's access intention keyword data according to another embodiment of the present invention.

FIG. 7 is a view showing an example of the method for attracting the advertisement on the Internet using the Internet user's access intention.

FIG. 8 is a flowchart showing the method for attracting the advertisement on the Internet according to the embodiment of the present invention.

FIG. 9 is a flowchart showing an example of the method for providing the advertisement on the Internet according to the present invention.

FIG. 10 is a structural block diagram showing an example of the system for attracting and providing the advertisement on the Internet using the Internet user's access intention according to the present invention.

FIG. 11 is an inner block diagram of the general computer system that can be used for the method and system for attracting and providing advertisement on the Internet using the Internet user's access intention of the present invention.

Best Mode for Carrying Out the Invention

A preferred embodiment of a method for judging determining an Internet user's access intention and a method and system for advertising on the Internet using such the access intention of the Internet user according to the present invention, will be described

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in detail with reference to the accompanying drawings.

FIG. 2 is a flowchart showing the method for <u>determining</u> ~~judging~~ the Internet user's access intention according to one embodiment of the present invention.

~~The~~ <u>An</u> Internet user accesses ~~to~~ the Internet for a variety of reasons. <u>Searching</u>

5 <u>for</u> ~~Information~~ <u>information</u> ~~searching through~~ <u>via</u> the Internet is one of the primary reasons ~~of~~ <u>for</u> ~~the~~ Internet access<u>,</u> ~~and generally~~<u>Generally,</u> a user accesses ~~to~~ the Internet for ~~the~~ reasons ~~such as a~~ <u>including</u> ~~game~~<u>gaming,</u> ~~use of an~~ <u>sending</u> electronic mail, <u>and performing</u> financial transaction <u>among many others</u>. The method for ~~judging~~ <u>determining</u> the Internet user's access intention according to one ~~aspect~~<u>embodiment</u> of the present invention can understand a user's access intention ~~even in case of all~~

10 ~~embodiments such as~~ <u>during such operations as using a</u> chatting and messenger service where data ~~that~~ <u>inputted by a user</u> may be a basis for understanding ~~a~~ <u>the</u> user's intention~~, is input from a user~~, as well as ~~understand~~ <u>understanding</u> a user's access intention ~~mainly in case of~~ <u>when</u> accessing ~~to~~ the Internet for the purpose of <u>searching</u>

15 <u>for</u> information ~~searching through~~ <u>using</u> the Internet<u>, and determining</u> whose ratio is ~~investigated to be~~ <u>the</u> highest~~,~~ among a variety of access ~~intention~~<u>intentions</u> of ~~an~~ <u>the</u> Internet user. <u>The access intention of the user is defined as the purpose for which the user utilizes the Internet. The access intention may be considered as the area of focus upon which the user uses the Internet.</u>

20 Referring to FIG. 2, the method for <u>determining</u> ~~judging~~ the Internet user's access intention according to an embodiment of the present invention will <u>now</u> be described ~~in the following~~. To ~~judge~~ <u>determine</u> the Internet user's access intention, a predetermined event is input<u>ted</u> from the user ~~on the first place~~ (the step of 210). <u>The predetermined event is defined as an action taken by an Internet user while utilizing the</u>

25 <u>Internet.</u> Methods for receiving a predetermined event may be classified into three

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groups as follows.

(1) An Internet user ~~may accesses~~ access ~~to~~ a portal site that provides a search engine ~~to~~ for ~~input~~ inputting a keyword ~~required for a predetermined~~ in order to search for information ~~searching~~. In ~~that~~ this case, ~~an~~ the predetermined event is ~~an~~ the inputting of ~~a~~ the keyword by ~~a~~ the user. ~~Also, as~~ As described above, the keyword may also be primarily determined ~~mainly~~ from a frequently referred to word while a user ~~does chatting~~ chats or uses a messenger service as well as ~~uses~~ using the search engine. For example, if words such as "shoes"~~,~~ or "shopping" ~~is~~ are frequently ~~referred upon~~ used when using ~~of~~ the messenger service, such ~~word~~ words ~~is~~ are collected~~.~~ ~~and~~ From the collected words, it can be determined that the input event ~~input from~~ for a user is about "shoes" or "shopping".

(2) An Internet user ~~may executes~~ launch a web browser to input an URL (Universal Resource Locator) at an address input window of the web browser ~~of~~ for a website where predetermined information is located~~, at an address input window of the web browser~~. ~~At the moment,~~ Accordingly, an input event is ~~an~~ the inputting of ~~an~~ the URL by the Internet user. In ~~that~~ this case, the event can be specified ~~in the following way, in which:~~ by extracting only a foremost part ~~among~~ of the above URL ~~is extracted,~~ and ~~then~~ determining to which type the extracted foremost URL belongs~~to, is judged~~. For example, if a user inputs an ~~address~~ URL ~~of~~ "http://www.kipo.go.kr/patentlaw.htm" at the address input window of the web browser, the foremost part "www.kipo.go.kr", ~~which is the foremost part of the above URL,~~ is extracted~~, so that~~ and the extracted URL portion is ~~judged~~ determined to be ~~the~~ a URL that belongs to a patent or trademark type~~, whereby it~~. It is therefore, possible to specify that the input event ~~input~~ by ~~a~~ the user is about patent or trademark. If the event ~~input~~ inputted by ~~a~~ the user is an IP (Internet Protocol) address as opposed to a domain name, it may be possible to obtain a

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domain name for the IP address by performing a reverse domain name service query.

(3) An Internet user clicks on a hypertext linked to predetermined information displayed on a website. In ~~that~~ this case, an input event ~~input~~ from a user may be specified by extracting the content information of the hypertext. For example, if a user clicks on ~~a~~ the word "patent," which is represented as a hyperlink, to move to a location where information related to "patent" is ~~,~~located; it is possible to specify that the input event ~~input~~ from ~~a~~ the user is about "patent".

After the event of the Internet user is received as described above, the event is classified according to its type (the step of 220). The type at the step of 220 ~~means~~ defines ~~a set of~~ a predetermined pattern of ~~the~~ event input by a user. For example, ~~in~~ ~~case~~ where a user inputs a keyword "patent", it is possible to classify the event according to its type, depending on ~~what kind of~~ the character of the event ~~of~~ for the keyword "patent"~~has~~. Such type classification is performed in order to ~~judge~~ determine that the event ~~input~~ inputted from a user is really an event that can be accurately considered to be an interested field ~~of~~ for a user. In case a where a user arbitrarily inputs a keyword "patent" ~~one time~~once, it is unreasonable to ~~judge~~ determine that the keyword "patent" is an interested field ~~of~~ for a user based on single case ~~on the basis~~ of ~~such one time~~ searching, but in a case where a user inputs a keyword "flower delivery" ~~one time~~once, it is reasonable to ~~judge~~ determine that the user is presently interested in "flower delivery" in view of the unique characteristics associated with ~~of~~ the keyword. As described above, the step of 220 ~~is a step of judging as to~~ determines to which type the received event belongs to~~,~~ and ~~classifying~~classifies it as such~~the same~~.

After the event is ~~input~~inputted from the user and is classified according to its type, history information of the event is recorded (step of 230). The history information may include information about the number of times the event is ~~input~~inputted by the

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user, as well as ~~between~~ how long a period of time between when the event is ~~input~~inputted. According to a preferred embodiment of the present invention, the history information may be recorded ~~in form of~~as a cookie file, and the cookie file where the history information is recorded may be stored in a user's terminal or in a system for

5   ~~understanding~~analyzing a user's access intention according to an embodiment of the present invention. Next, the recorded history information of the event is analyzed (the step of 240), and an interested field of a user is ~~judged~~determined according to a predetermined ~~reference~~criteria on the basis of the analyzed information (the step of 250). The step of ~~judging~~determining the interested field of the user by analyzing the

10   history information of the event (the steps of 240 and 250) may be performed according to ~~a~~predetermined ~~reference~~criteria ~~on the basis of a~~based on the type of the event ~~input~~inputted from the user as described above. ~~On the first place, the~~The step ~~of~~240 analyzes the number of times the event is ~~input~~inputted by the user, and the period (the period between the first time the event is ~~input~~inputted and the second time the event is

15   ~~input~~inputted) during which the event is ~~input~~inputted, ~~which~~and is recorded in the history information. ~~On the basis~~According to the results of the analysis ~~results~~, whether the event expresses an interested field of a user is ~~judged~~determined according to ~~a~~the predetermined ~~reference~~criteria (the step of 250). The predetermined ~~reference~~ criteria is comprised of several conditions specifically selected for each type of ~~the~~

20   ~~events~~event ~~input~~inputted by a user~~,~~ and may include at least one of the elements ~~more than one among~~including the number of times the event is ~~input~~inputted by the user, i.e., frequency of the event generation, recentness of the event generation, and a priority for the event set in advance ~~in connection with the event~~.

A variety of predetermined ~~references~~criteria for ~~judging~~determining a user's

25   access intention according to the type to which the event belongs~~,~~ may be provided.

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Namely, if the event ~~input~~ inputted from a user, e.g., the keyword ~~input~~ inputted by a user is "flower delivery", it is estimated that immediacy of considerable degree is required in view of the characteristics of the keyword "flower delivery". Namely, as a user may have an intention to deliver a flower soon, it may be ~~judged~~ determined that

5 the interest of the user and the immediacy associated with the interest are strong ~~in case of~~ where such a keyword ~~having~~ is considered to have a strong immediacy characteristic. Regarding such a kind of event, even ~~in case~~ when the number of times the event is ~~input~~ inputted ~~from~~ by a user is only ~~one time~~ once, it is possibly ~~judged~~ to determine that the user is highly interested and, therefore, the nature of the event directly expresses

10 the user's access intention ~~as it is~~ alone. On the contrary, if the event ~~input~~ inputted by the user~~, i.e.,~~ is a ~~the~~ keyword ~~input~~ inputted by the user such as~~is~~ "emigration" or "study abroad", the immediacy for the keyword is possibly ~~judged~~ determined as being ~~to be~~ very low when compared to the ~~case of~~ keyword "flower delivery" in view of the characteristics of the keywords "emigration" or "study abroad". Namely, it is possible to

15 ~~judge~~ determine that the user has an intention to be consistently ~~pay an interest~~ interested ~~for~~ in the keyword for a considerable period of time, therefore, it is unreasonable to ~~judge~~ determine ~~that~~ the user's access intention ~~is~~ expressed ~~as it is~~ merely ~~with~~ by the keyword. ~~But~~ However, ~~in case~~ where the keyword is ~~input~~ inputted more than five times ~~for~~ in a single ~~one~~ month, it is possible to ~~judge~~ determine that a

20 user has a considerable interest or a consistent interest for the ~~field~~ keyword ~~of~~ "study abroad" and as a result, ~~also~~ the user's access intention is for searching for information about the above ~~field~~ keyword. For such ~~judgment~~ a determination, the above-described predetermined ~~references~~ criteria are applied~~.;~~ ~~and such~~ Such ~~references~~ criteria include ~~the fact of~~ how recently such ~~reference~~ a keyword ~~is~~ has been ~~input~~ inputted or ~~the fact~~

25 ~~of~~ what priority the event has. For example, ~~in case~~ where the event was ~~input~~ inputted

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~~yesterday~~the previous day and is ~~input~~inputted again the following day~~again today~~, it is possible to ~~judge~~determine that the interest of the user is greater today than a request ~~input~~inputted ~~before one~~a week before,~~and it.~~ It is additionally possible to set ~~in such~~ a~~an~~ ~~way that the~~event related to "flower delivery" or "restaurant" ~~may have more~~as having a higher priority than ~~the~~an event related to "emigration" or "study abroad". The above-described predetermined ~~reference~~criteria ~~set for each~~associated to each keyword may be recorded, for each relevant keyword, in a keyword database of the system for providing advertisement of the present invention.

The step of 250 ~~judges~~determines whether the event ~~input~~inputted at ~~the~~step ~~of~~210 expresses ~~the~~an interested field of the user ~~on the basis of~~based on the above-described predetermined ~~reference~~criteria. If the event is ~~judged~~determined to meet the above-described predetermined ~~reference~~criteria, the event is recorded (step of 260) and if the event is ~~judged~~determined not to meet the above-described predetermined ~~reference~~criteria, the procedure returns ~~again~~back to ~~the~~step ~~of~~230.

The event ~~judged~~determined to express ~~the~~an interested field of the user at ~~the~~ step ~~of~~250, is recorded as the interested field of the user (the step of 260). According to a preferred embodiment of the present invention, the event ~~judged~~determined to express the interested field of the user may be recorded ~~in form of~~as a cookie file. It is ~~also~~possible to record the interested field of the user ~~in form of~~as a cookie file and ~~store~~storing the cookie file ~~the same in a user's~~client side, or conversely, ~~store~~storing the ~~same in~~cookie file in the system for understanding the user's access intention according to an embodiment of the present invention. Also, ~~for~~according to another embodiment of the method for recording the interested field of the user according to the present invention, there is a method for classifying the ~~judged~~determined ~~and~~interested field of the user and storing the same for each user of a plurality of users. It is possible

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to manage the interested field for each user using a predetermined database ~~means~~ prepared ~~in a side of~~at a central server (server side) for understanding the user's access intention~~, and it~~It is also possible that the central server acts as a first server that only understands the user's access intention and a second, separate server ~~means for storing~~

5   stores the above-understood user's access intention ~~is prepared~~so that predetermined information including advertisement ~~is~~are provided to each user using ~~such~~the access intention.

The event ~~judged~~determined to express the above-recorded interested field of the user can be consistently updated ~~consistently in case~~when there is another input of

10   the event from the user and the event is ~~judged~~determined to express the interested field of the user according to the described predetermined ~~reference~~criteria as a result of analysis of the recorded history information after ~~such~~an event is classified according to its type. According to an embodiment of the present invention, there may be a plurality of events that are recorded as ~~the~~interested fields of the user at ~~the~~step ~~of~~260.

15   The method for ~~judging~~determining the user's access intention according to the present invention may be designed to ~~judge~~determine the interested field of the user according to an arbitrary request ~~input~~inputted ~~from~~by a user, but for accuracy of such judgment, it is possible to restrict the number of requests or range by which the interested field can be ~~judged~~determined. ~~In that case~~Accordingly, it is possible to ~~judge~~

20   more accurately determine the interested field of the user, i.e., the user's access intention~~,~~ ~~therefore~~Therefore, it is possible to ~~use~~more effectively utilize the ~~judged~~ determined user's access intention. For example, it is ~~also~~possible to ~~determine~~decide the event that is ~~judged~~determined to most highly reflect the user's access intention among ~~the~~numerous~~events, and to.~~ The ~~perform the~~above-described ~~judgment~~

25   determination of the interested field is performed if and only if the event ~~input~~inputted

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from by the user is included in the above-determined event. In that case, since the steps of classifying for each type and recording the history information do not need not to be performed with respect to the events judged determined not to not properly reflect the user's intention, there are strong points it is advantageous that storing space is effectively used and the system is easily realized.

According to a preferred embodiment of the present invention, the described method for judging determining the user's access intention can be performed by installing a predetermined client program in on a user's side. Namely, the client program installed in on the user's terminal may operate to monitor the user's event input (input of a keyword or a predetermined URL, or click of the a hyperlink), classify the inputted event according to its type, record the history information of the event, analyze the recorded history information, and judge determine the interested field of the user according to the described predetermined reference criteria. According to the present embodiment, there is a strong point of understanding the interested field of the user is strongly understood since the program can by monitoring all cases where a user makes use of a plurality of Internet services. For example, the program will monitor not only when a user inputs a keyword at the a search site named "A₁" but will also monitor when a user inputs a keyword at the a search site named "B", the. The keywords can all be all traced monitored as an event, and therefore, it is possible to understand more accurately understand the interested field of the user.

Also, according to an embodiment of the present invention, it is possible to get solicit a user to input basic information such as sex, age, address, and occupation of a user before installation of the client program, so that those the information can be referred referenced in judging when determining the interested field of the user. For example, if the user is a married woman in her age of thirties, the interested field of the

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user can be judged-determined with priority given to interests such as on-baby sitting, and cooking. Also, according to an embodiment of the present invention, in case-where in a sample where a-predetermined objectivity can be guaranteed, is-and secured, it is possible to consistently judge-determine the present interested field of the Internet user according to their ages and sexes, and to use the judged-determined interested field of the Internet-user in a variety of ways.

FIG. 3 is a flowchart showing a flow of a method for generating a list of user's access intention keyword data for use in the method for attracting and providing the advertisement using the Internet user's access intention according to of-the present invention. Referring to FIG. 3, the method for generating the list of the-keyword data on the Internet of the present invention is performed in the following way as follows, using the described method for judging-determining the Internet-user's access intention.

In the embodiment of the method shown in FIG. 3, history data for recording an event log of a user and an advertisement file for recording the event regarded as the user's access intention through analysis of the event, are used. Though, fFor convenience in explanation, an advertisement cookie file is used as an example of the-an advertisement file in the present embodiment of the present invention, however it would be obvious to a person of an having ordinary skill in the art that any type of file whatsoever can be used as far-so long as a-the file can record history of a predetermined event or an analyzed event.

Referring to FIG. 3, just like the method for judging-determining the Internet user's access intention as shown in FIG. 2, a predetermined event is input-inputted from a user (the step of 310210 as in FIG. 2) and the received event is stored as history data (the step of 315). According to a preferred embodiment of the present invention, the history data may be a cookie file.

As is well known to a person ~~of~~ having an ordinary skill in the art, a cookie file is a special text file which a website can leave at a user's system. Such a cookie file is designed ~~to get~~ so that a predetermined system ~~to memorize~~ memorizes something with respect to the user afterward. In the case of using HTTP (Hyper Text Transfer Protocol),

5   each request for a web page is ~~all~~ independent ~~regardless~~ of other requests. Therefore, a web server dose not have any record as to which page has been transmitted to the user previously, and further, it is also difficult ~~that~~ for a web server ~~to knows~~ know which website the user has previously visited ~~previously~~. The cookie is a device for allowing the web server to store a file regarding ~~the~~ web access by the user, in the user's

10   computer. Generally, the cookie file is stored in a lower part of a directory of the browser used by the user.

The cookie is set to document.cookie in its attribute ~~with~~ having the following form:

name=value;expire=expDate

15   **name**: it is stored in a virtual space of the browser and it is a name of a cookie for discriminating cookies from each other

value: cookie value

expire: termination time limit during which a cookie as a keyword possibly exists in a cookie file

20   **expDate**: termination time limit of a cookie consisting of GMT (Greenwich Mean Time) format

The cookie is a file stored in the computer of a user. In a ~~Netscape~~ browser sold under the trademark NETSCAPE, it is possible to store a maximum of ~~this file of~~ up to 300 cookie files ~~at the maximum~~, at in a single system, ~~and~~ with a size of one file ~~is~~

25   limited to less than 4KB. According to a preferred embodiment of the present invention,

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the cookie file may include a predetermined user PC number, more than one keyword that is ~~judged~~ determined to be the interested field of the user, a termination time limit of the cookie file, etc.

Next, the type of the received event is analyzed (the step of 320). The type ~~means~~ refers to a predetermined type ~~as to what kind of~~ describing the attribute the event has. Such a type can be classified according to a degree of immediacy ~~which~~ the event has, i.e., a period ("effective period" hereinafter) during which the event is understood to be effective in understanding the interested field of the user. More specifically, ~~in case~~ where the received event is an ~~event~~ inputted keyword such as "flower delivery" that ~~strongly~~ requires immediacy, that event is classified as a type whose effective period is one day (day reference)~~, and in case~~ Where the received event is an ~~event~~ inputted keyword such as "computer" for which the intention ~~transition~~ needs to be considered for a predetermined period of time, that event is classified as a type whose effective period is one week (week reference)~~, and in case~~ Where the received event is an ~~event~~ inputted keyword such as "study abroad" for which a relatively long period ~~transition~~ needs to be considered, that event is classified as a type whose effective period is one month (month reference).

The event history data is updated whenever a new event is ~~input~~ inputted (the step of 325). According to an embodiment of the present invention, the number of events stored in the event history data may be limited to a predetermined number of advertisement files, and the above updating can be performed in a ~~manner of~~ FIFO (First In First Out) manner. The FIFO manner is for maintaining the recentness of the ~~event~~ events and effectively using ~~the~~ storage space~~,~~ by ~~most firstly~~ eliminating first the ~~most~~ earliest ~~firstly~~ received event~~,~~ from the event history data.

Also, the event stored in the event history data may be limited to a

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predetermined event, which is designed to prevent an <u>unintentional</u> event ~~input~~ <u>inputted</u> by the user ~~without any intention~~ from being stored in the event history data. Such <u>an</u> event limitation ~~in the event not only~~ can <u>not only</u> ~~get~~ <u>aid in more accurately determining</u> the interested field of the user ~~to be more accurately judged~~, but <u>can</u> also ~~can~~ reduce <u>a</u> system load required in ~~judging~~ <u>determining</u> the interested field of the user.

Also, according to the embodiment of the present invention, it is possible to set <u>an</u> expiration period with respect to the predetermined event, and to eliminate the event from the event history data if the event is the predetermined event and the period during which the event is stored passes <u>beyond</u> the expiration period. For example, suppose that the event is an ~~input~~ <u>inputted</u> ~~of a~~ keyword "flower delivery" and the expiration period for the event is set to one day (the keyword "flower delivery" has <u>a</u> strong <u>level</u> <u>of</u> immediacy as described above). In that case, if one day elapses ~~with~~ <u>for</u> the keyword "flower delivery" stored in the event history data, the keyword "flower delivery" may be deleted from the event history data regardless of the described <u>FIFO</u> method ~~of FIFO~~.

Next, ~~on the basis of~~ <u>according to</u> the type analyzed at ~~the~~ step ~~of~~ 320, whether the event included in the history data is the user's access intention, is ~~judged~~ <u>determined</u> according to ~~a~~ predetermined ~~reference~~ <u>criteria</u> (the step of 330). As described above, the predetermined ~~reference~~ <u>criteria</u> ~~is~~ <u>are</u> several conditions selected for each event of the user, which may include ~~more than one among~~ <u>at least one of the conditions including</u> the number of times the event is ~~input~~ <u>inputted</u>, i.e., frequency of the event generation, recentness of the event, and priority set in advance in connection with the event. For example, ~~in case~~ <u>where</u> the number of times the keyword "flower delivery" ~~is input~~, ~~that is an event whose~~ <u>which has an</u> effective period ~~is~~ classified ~~to be~~ <u>as</u> one day, is <u>inputted</u> more than two times a day, or ~~in case~~ <u>where</u> the number of times the keyword "computer" ~~is input~~, ~~that is an event whose~~ <u>which has an</u> effective period ~~is~~

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classified ~~to be~~ as one week, is inputted more than three times a week, or ~~in case~~ where

the number of times the keyword "study abroad" ~~is input, that is an event whose~~ which

has an effective period ~~is~~ classified ~~to be~~ as one month, is inputted more than five times

a month, the event is ~~judged~~ determined to be ~~the~~ an interested field of the user and may

be stored in the advertisement cookie. As described above, a specific keyword, a type of

the keyword, and a predetermined ~~reference~~ criteria for the keyword may be recorded

for each keyword in the keyword database of the system of the present invention.

~~Also, the~~ The priority may also be determined according to the number of

clicks ~~of the~~ for advertisements related to the event for a predetermined period of time.

For example, ~~in case~~ where a user clicks an advertisement related to the keyword

"baldhead" as an event more than five times ~~for~~ over ~~thee~~ three days, the user is

possibly ~~judged~~ determined to have a great interest in the field related to "baldhead",

and therefore, it is possible to set such an event ~~to~~ as ~~have~~ having high priority

compared to other events.

The event ~~judged~~ determined to be the user's access intention is extracted as

keyword data from the history data (the step of 335). The advertisement cookie is

prepared ~~on the basis of~~ according to the extracted keyword data (the step of 340).

According to the embodiment of the present invention, the advertisement may

include the event ~~judged~~ determined to be the interested field of the user and a

predetermined advertisement identifying symbol (ID) for expressing an advertisement

related to the event or the position where the advertisement is stored. A predetermined

keyword data included in the prepared advertisement cookie is recorded in a

predetermined keyword database as a sale-object keyword which is used in the method

for attracting and providing advertisement using the Internet user's access intention

according to an embodiment of the present invention (the step of 345)~~, and in~~. In the

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keyword database, data recorded on a field for the number of issues of an advertisement

cookie or ~~a~~ filed for a user PC number for which an advertisement cookie is issued, is

consistently updated according to predetermined keyword data whenever the

advertisement cookie in which the predetermined keyword data is included~~, is issued~~

5   (the step of 350).

According to another embodiment of the present invention, the advertisement

cookie is stored ~~in the side of the~~ at the user client side, but according to still another

embodiment of the present invention, ~~in case~~ where processing capacity of the central

server or a predetermined advertisement server operating in cooperation with the central

10   server is large enough, it is possible that the central server or the advertisement server

stores and manages~~, for each user,~~ the event and the advertisement identifying symbol

related to the interested field of the user for each user.

According to a preferred embodiment of the present invention, the present

invention may be constructed in such a way that the advertisement cookie is effective

15   for a predetermined period of time and is automatically deleted ~~due to period expiration~~

if a predetermined period of time elapses. As mentioned in description of the cookie file,

it is possible to control the cookie ~~to be~~ so that the cookie is effective only for a

predetermined period of time by adjusting expDate in the inside of the cookie file.

FIGS. 4 and 5 are structural block diagrams showing an example of a system

20   where the method for generating the list of the user's access intention keyword data of

the present invention is performed. The system shown in FIGS. 4 and 5 where the

method for generating the list of the user's access intention keyword data of the present

invention is performed, is an embodiment ~~for the case of using, as~~ where the user's

event~~,~~ is the keyword ~~input~~ inputted ~~on the basis of the~~ to a search engine.

25   The system for providing information on the Internet shown in FIG. 4~~, roughly~~

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comprises: a user 420; a search engine 410; a cookie 430; a central server 440; and an advertisement server 450. The ~~Data~~ data delivering procedure between each ~~constituent~~ element ~~are~~ is nearly the same as the procedure explained in FIG. 3.

Operation of the system for providing information on the Internet shown in FIG. 4, will be described with the "keyword" input at the search engine by a user, ~~used for~~ being the event. The user 420 inputs a keyword at the search engine 410. The input keyword is recorded as history data and updated in ~~manner of a~~ FIFO manner, ~~and the~~. The history data is collected ~~to~~ and analyzed at the central server 440. The keyword that meets ~~a~~ predetermined ~~reference~~ criteria as a result of analysis of the history data, is extracted as predetermined keyword data, and the extracted keyword data is ~~made in form~~ formed ~~of~~ as an advertisement cookie 430 and stored in the user's terminal. If the user 420 accesses ~~to~~ the Internet, the advertisement cookie 430 stored in the user's terminal is transmitted to the central server 440, and the central server 440 identifies an advertisement identifying symbol included in the advertisement cookie 430 so that an advertisement server 450 may provide a predetermined advertisement to the user 420. Also, as descried above, the advertisement server 450 may also provide a predetermined advertisement to the user 420 by directly receiving the advertisement cookie 430. The predetermined keyword data included in the prepared advertisement cookie is recorded in a predetermined keyword database, as a sale-object keyword that is used in the system for attracting and providing the advertisement using the Internet user's access intention of the present invention, ~~and the~~. The keyword database operates in such a way that data recorded ~~on~~ in a field for the number of issues of an advertisement cookie or ~~a~~ filed for a user PC number for which the advertisement cookie is issued, is consistently updated according to predetermined keyword data whenever the advertisement cookie in which the predetermined keyword data is included, ~~is issued~~.

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FIG. 5 is a structural block diagram showing another example of the system in which the method for generating the list of the user's access intention keyword data of the present invention shown in FIG. 3~~, is performed~~.

Another example of the method for generating the list of the user's access intention keyword data shown in FIG. 5 ~~, roughly~~ comprises: a user 520; a search engine 510; a cookie 530; a central server 540; an advertisement server 550; and a client program 560. The ~~Data~~ data delivering procedure between each ~~constituent~~ element ~~are~~ is nearly the same as the procedure explained in FIG. 4.

The user 520 inputs a keyword at the search engine 510. The input keyword is collected ~~to~~ and analyzed at the central server 540. The client program 560, which is an element ~~for playing a role that has been~~ that performed performs the same role performed by the central server ~~540~~ 440 in FIG. 4, can be installed ~~in~~ at the user's terminal. The input keyword is recorded as history data updated in a ~~manner of~~ FIFO manner, and the history data is collected ~~to~~ and analyzed ~~at~~ by the client program 560. The keyword that meets a predetermined ~~reference~~ criteria as a result of analysis of the history data~~,~~ is extracted as predetermined keyword data~~, and the~~. The extracted keyword data is ~~made in form of~~ formed as an advertisement cookie 530 and stored ~~in~~ at the user's terminal. If the user 520 accesses ~~to~~ the Internet, the client program 560 ~~judges~~ determines an advertisement object that will be provided by referring to the advertisement cookie 530~~,~~ and can operate so that the advertisement server 550 may provide a predetermined advertisement to the user 520. Also, as descried above, the advertisement server 550 may also provide a predetermined advertisement to the user 520 by directly receiving the advertisement cookie 530. In the embodiment shown in FIG. 5, the construction for maintaining and updating the keyword database is the same as the construction of the embodiment shown in FIG. 4.

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According to still another embodiment of the present invention, it may be also be possible that the client program 560 only performs up to the step of generating the advertisement cookie 530, and judging the determining of the advertisement object that will be provided to the user and providing of the advertisement depending on the

5   generated advertisement cookie 530 are performed by the central server 540. It would be understood by a person of an having ordinary skill in the art that the above-described functions can may be properly distributed between the client program 560 and the central server 540, in other form that is not described in the above embodiment.

The example of the described system for generating the list of the user's access

10   intention keyword data shown in FIGS. 4 and 5, extracts an event judged determined to be the user's access intention such as the keyword data, by analyzing history data for recording a user's keyword log and the keyword; and uses the advertisement file for recording those things of such information. Though, for convenience in explanation, an advertisement cookie file is used described as an example of the advertisement file in

15   the present embodiment, however it would be obvious to a person of an having ordinary skill in the art that any file whatsoever can be used as so far as it can record history of a predetermined event or an analyzed event.

FIG. 6 is a flowchart showing a flow of the method for generating the list of the user's access intention keyword data according to another embodiment of the present

20   invention. Referring to FIG. 6, the method for generating the list of the user's access intention keyword data according to the present invention is performed with use using of the described method for judging determining the Internet user's access intention as follows.

The flow of the method for generating the list of the user's access intention

25   keyword data shown in FIG. 6, is for shown the case of where a URL is receiving

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received ~~the URL~~ as an event from the user.

Referring to FIG. 6, a predetermined URL is ~~input~~ inputted ~~from~~ by the user (the step of 610). The system of the present invention searches for a predetermined list word that corresponds to the URL by analyzing the input URL~~,~~ and stores the list

5   word as history data (the step of 615). The method for searching for the corresponding list word by analyzing the URL input at ~~the~~ step ~~of 615,~~ is performed by extracting the foremost part of the URL ~~among~~ from the input URL and ~~judging~~ determining ~~in~~ which list word expresses the extracted foremost URL ~~can be expressed~~ part. For example, ~~in case the~~ where user inputs the URL "www.kipo.go.kr/news/030218", the system of the

10   present invention extracts "www.kipo.go.kr", which is the foremost part of the URL ~~among the above URL,~~ and extracts a predetermined list word that corresponds to the extracted foremost part of the URL ~~in reference to~~ referencing ~~the~~ a database means for maintaining ~~a~~ predetermined URL information and the corresponding predetermined list word.

15   Next, the type of ~~the~~ list word stored in the history data is analyzed (the step of 620). At the moment, the type ~~means~~ represents a predetermined ~~type as to what kind of~~ attribute the event has. Such ~~type~~ types can be classified according to a degree of immediacy ~~which~~ associated with the event ~~has~~, i.e., a period ("effective period" hereinafter) during which the event is understood to be effective in understanding the

20   interested field of the user, which is the same as described in relation to FIG. 3.

Whenever a new URL is ~~input~~ inputted, the history data is updated (the step of 625). Next, ~~on the basis of~~ according to the type analyzed at ~~the~~ step ~~of~~ 620, whether the list word included in the history data is the user's access intention is determined according to ~~a~~ predetermined ~~reference~~ criteria(the step of 630). The predetermined

25   ~~reference~~ criteria is already described in relation to FIG. 3.

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The list word ~~judged~~ determined to be the user's access intention is extracted as keyword data from the history data (the step of 635). ~~On the basis of~~ According to the extracted keyword data, the advertisement cookie is ~~made~~ formed (the step of 640).

The predetermined keyword data included in the ~~made~~ advertisement cookie is a sale-object keyword for use in the method for attracting and providing the advertisement using the Internet user's access intention of the present invention, and is stored in a predetermined keyword database (the step of 645)., ~~and in~~ In the keyword database, data recorded ~~on~~ in a field for the number of issues of an advertisement cookie or a field for a user PC number for which an advertisement cookie is issued, is consistently updated according to predetermined keyword data whenever the advertisement cookie in which the predetermined keyword data is included, ~~is issued~~ (the step of 650).

The method for generating the list of the user's access intention, shown in FIG. 6, according to another embodiment of the present invention, may be performed ~~through~~ via a predetermined client program installed ~~in~~ on the user's terminal.

FIG. 7a is a view showing an example of the method for attracting the advertisement on the Internet using the Internet user's access intention.

FIG. 7a shows an example of a screen for attracting ~~the advertisement~~ advertisements from a plurality of sponsors with respect to ~~the~~ a keyword in order to provide the advertisement of each sponsor for each keyword ~~as~~ according to the event ~~judged to be~~ inputted by the user based on the ~~basis of~~ understanding of the user's access intention. FIG. ~~7A~~ 7b shows an example of a guiding message provided to the sponsor for the advertisement method on the Internet using the user's access intention according to the present invention, ~~which is provided to the sponsor~~.

FIG. ~~7B~~ 7b is an example of an advertisement subscription screen provided to

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the sponsor for advertisement on the Internet using the user's access intention according to the present invention. Referring to FIG. 7B7b, the advertisement subscription screen may include: a keyword which is associated to athe user's access intention and which is desired to be sold; whether the keyword is possibly purchased; a predetermined advertisement contract period; a unit price per month 751; and an expected number of possible impressions 752. The expected number of possible impressions 752 can be computed in the following way.

In the case where the advertisement cookie is issued, information such as an object keyword for which the advertisement cookie is issued, keyword type information, and a predetermined user terminal number for which the advertisement cookie is issued, is-are stored in a predetermined database means of the system of the present invention. Namely, it is possible to make a database using data regarding the issued advertisement cookie, and to sum up the number of impressions generated at a predetermined Internet website, by each user's terminal, for each keyword included in the issued advertisement cookie. Though such summing up of the number of impressions can be performed for all users of the relevant website as an object, it is also possible to perform the summing up of the number of impressions by sampling a part of all users and statistically estimate estimating the number of impressions of by all users. It is also possible to provide such expected number of possible impressions 752 to the sponsor after statistical data is secured through accumulation of the related data for a predetermined period of time since initial issuance of the advertisement cookie.

FIG. 8 is a flowchart showing the method for attracting the advertisement on the Internet according to the an embodiment of the present invention.

Referring to FIG. 8, the method for attracting the advertisement on the Internet according to the embodiment of the present invention is performed through via the

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following steps. ~~On the first place~~First, an advertisement request that includes a predetermined advertisement keyword is received from a sponsor (the step of 801). For example, it is possible to provide a user interface screen where the advertisement keyword is ~~possibly input~~inputted~~, to~~ for the sponsor who intends to ~~make~~associate a predetermined advertisement with respect to the advertisement keyword "refrigerator"~~;~~ and to receive the advertisement request through the user interface screen. More specifically, the advertisement keyword included in the received advertisement request is analyzed and determined whether the keyword data desired to be ~~sold~~purchased as the advertisement ~~that corresponds~~corresponding to the advertisement keyword exists in a predetermined keyword database~~, is judged~~ (the step of 802). If ~~there doesn't exist~~ the keyword data that corresponds to the advertisement keyword doesn't exist, the advertisement keyword is stored in a predetermined storing means (the step of 803)~~;~~ and a request counter value with respect to the relevant advertisement keyword is increased (the step of 804). After that, whether the request counter value is more than a predetermined value~~;~~ is ~~judged~~determined (the step of 805)~~, and if~~. If the request counter value is less than the predetermined value, the procedure returns back to the step 801 of receiving ~~again~~the advertisement request again. For example, suppose that the advertisement request ~~having~~for the advertisement keyword "refrigerator" is received from the sponsor. If the keyword "refrigerator" does not exist among the keyword data, which are advertisement object using the user's access intention of the present invention, the keyword "refrigerator" is stored in a predetermined storing means~~;~~ and the request counter value is set to 1. If the advertisement request using ~~such~~the keyword "refrigerator" is received more than three times for example, the request counter value for the keyword "refrigerator" becomes 3~~, and in~~. Where~~case~~ the predetermined value is set to 3, the relevant advertisement keyword is stored in the

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keyword database (the step of 806). Subsequently, information such as the number of issued advertisement cookies including the newly registered keyword data ("refrigerator") and the number of user terminals for which the relevant advertisement cookie is issued, is collected (the step of 807). The collected information is provided to

5   the sponsor who has made the advertisement request (the step of 808), and the sponsor determines whether to purchase the relevant keyword with reference to the above information (the step of 809). If a purchase is determined, a predetermined advertisement banner data that , which is intended to be provided to the Internet user with respect to the relevant keyword, is transmitted to the system of the present

10   invention, in response to payment, and ID and password information for identifying the sponsor is received from the sponsor (the step of 810).

Also, according to an embodiment of the present invention, the step of attracting the advertisement with respect to a predetermined keyword related to the user's access intention, can be performed in a manner of auction or bidding. Namely,

15   according to the advertisement system of the present invention, advertisement attraction for the keyword data can be performed in the following way, in which: the advertisement system publicly informs a plurality of sponsors the advertisement attraction, by suggesting information such as an estimated number of possible impressions with respect to the relevant keyword data, and a . A plurality of the

20   sponsors then suggests suggest amounts for the advertisement attraction with respect to the keyword., then Then the advertisement system of the present invention attracts the advertisement of the sponsor who has suggested bid the maximum amount among the advertisements from a plurality of the sponsors.

According to the embodiment of the present invention, an additional the step of

25   for providing feedback information for of later behavior of the users exposed to the

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advertisement, to the sponsor, may be ~~additionally~~ provided. For such feedback information, there exists the number of times the user visits the website of the sponsor after being exposed to the relevant advertisement, a visiting period, the number of times of revisit, and a ratio of a visit over an advertisement exposure, etc. And, as described above, in case the advertisement system of the present invention previously maintains ~~in advance~~ basic information such as age, sex, and address of the user, it is possible to provide more ~~detail~~ detailed feedback information to the sponsor on the basis of the above basic information of the user. By providing such feedback information to the sponsor or ~~a~~ person who needs ~~that~~ such information, it is possible to quantitatively ~~judge~~ determine the effect of the information providing according to the present invention.

Also, in the advertisement method using the user's access intention according to the present invention, the payment may be performed in the following way, in which: a predetermined advertisement charge for attracting the advertisement, is suggested to the sponsor together with the information for the relevant keyword at ~~the~~ step ~~of~~ 808 and the suggested amount is paid by the sponsor, or ex-post settling up is performed ~~on the basis of~~ according to the number of exposures to the relevant keyword data or the number of clicks by the user with respect to the exposures, in view of the feedback information.

FIG. 9 is a flowchart showing an example of the method for providing the advertisement on the Internet according to the present invention. The example of the method for providing the advertisement on the Internet according to the present invention shown in FIG. 9, is an example of a how a user interface screen can be realized ~~about~~ according to ~~which~~ standards of a variety of advertisement data including the general keyword advertisement data (the second advertisement data) with respect to

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the general keyword sale and the general banner advertisement data (the third

advertisement data) according to the conventional art besides the keyword

advertisement data (the first advertisement data) through ~~judgment~~ determination of the

Internet user's access intention according to the present invention~~, will be realized on~~

5   ~~one user interface screen~~.

According to the embodiment of the present invention, the advertisement data

can be provided to the user in the following way.

If an access request to the system of the present invention is received from the

user (the step of 901), whether the web page, which is an object of the access request, is

10   a search page, is ~~judged~~ determined (the step of 902). If the web page is ~~judged~~

determined to be ~~the~~ a search page, a predetermined keyword is ~~input~~ inputted from the

user (the step of 903)~~, and~~. Then, whether the ~~input~~ inputted keyword is the keyword

sold by a predetermined general keyword sale~~,~~ is ~~judged~~ determined (the step of 904). If

the ~~input~~ inputted keyword is ~~judged~~ determined to be the keyword sold by the general

15   keyword sale, it is possible to provide the second advertisement data connected to the

relevant keyword~~,~~ to the user by searching ~~for~~ the general keyword database (the second

database) (the step of 909). If the keyword is ~~judged~~ determined to not ~~to~~ be the

keyword sold by the general keyword sale at ~~the~~ step ~~of~~ 904, a predetermined cookie

folder of the storing means in the user's terminal is searched ~~so that~~ to determine

20   whether a predetermined advertisement file exists~~, is judged~~ (the step of 905). If the

advertisement file is ~~judged~~ found to exist, it is possible to provide the first

advertisement data that corresponds to a predetermined keyword data included in the

advertisement file~~,~~ to the user (the step of 908). If the advertisement file is ~~judged~~ not

found to exist at ~~the~~ step ~~of~~ 905, it is possible to provide the third advertisement data to

25   the user by searching ~~for~~ the general banner database (the third database) (the step of

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907).

If the page for which the user has made the access request is ~~judged~~ determined to be ~~the~~ a general page (news or game page)~~,~~ and is not the search page at ~~the~~ step ~~of~~ 902, a predetermined cookie folder of the storing means in the user's terminal is searched and whether a predetermined advertisement file exists~~,~~ is ~~judged~~determined, which is the same as the above-described ~~flow~~ procedure (the step of 905). If the advertisement file is ~~judged~~ found to exist, it is possible to provide the first advertisement data that corresponds to predetermined keyword data included in the advertisement file~~,~~ to the user (the step of 908). If the advertisement file is ~~judged~~ not found to exist at ~~the~~ step ~~of~~905, it is possible to provide the third advertisement data to the user by searching ~~for~~ the general banner advertisement database (the third database) (the step of 907).

For the method for providing the advertisement according to the present invention shown in FIG. 9, there may exist a variety of modified embodiments. For example, even ~~in case that~~ where the keyword is ~~judged~~ determined to be ~~the~~ a keyword sold by the general keyword sale at ~~the~~ step ~~of~~904, it is possible to arrange~~,~~ on one user interface screen, the first advertisement data that corresponds to a predetermined keyword data included in a predetermined advertisement file together with the second advertisement data~~,~~ by searching ~~for~~ the cookie folder of the storing means in the user's terminal. Also, the ~~flow~~ procedure shown in FIG. 9 is for determining priority between the first through ~~the~~ third advertisement data~~,~~ and it is possible to arrange the first through ~~the~~ third advertisement data on one user interface screen in various ways and to provide those advertisements to the user.

FIG. 10 is a structural block diagram showing an example of the system for attracting and providing the advertisement on the Internet using the Internet user's

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access intention according to the present invention.

Referring to FIG. 10, the advertisement system on the Internet according to the present invention comprises a central server and an advertisement server. Here, the central server includes: a communication part 1020; a controlling part 1030; a processing part 1040; and a storing part 1050 that further comprises a predetermined database 1051 and an advertisement file preparing part 1052. ~~Also, the~~ The advertisement server includes: an advertisement transmitting part 1060; a second advertisement database 1071; a third advertisement database 1072; an analyzing part 1080; and a storing part 1090. The block construction of the advertisement system on the Internet according to the embodiment of the present invention will now be described in more detail in the following.

The central server plays the roles of receiving a predetermined event ~~input~~ inputted by the user, ~~judging~~ determining the interested field of the user, ~~making~~ forming the interested field ~~in form of~~ as a predetermined advertisement file, and transmitting the advertisement file to a storing means of the system of the present invention and/or the user's terminal 1010. The communication part 1020, which is a ~~detailed~~ module of the central server, receives the inputted event from the user and is responsible for communication between the user's terminal 1010 and the central server.

The processing part 1040 is designed to analyze the type of ~~the~~ received event and ~~judge~~ determine the interested field of the user according to ~~a~~ predetermined ~~reference~~ criteria on the basis of the analyzed event type. As described above, for an example of event type analysis, the event may be classified according to an effective period. More specifically, the event can be classified as follows~~, in which~~: ~~in case of~~ where the event such as "flower delivery"_, which is ~~the~~ a keyword that requires strong immediacy, the effective period may be determined ~~to~~ as one day, and ~~in case of~~ where

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the event such as "computer" which is ~~the~~ a keyword for which the user's intention ~~transition~~ needs to be considered for a predetermined period of time, the effective period may be determined ~~to~~ as one week. As described above, the predetermined ~~reference~~ criteria is several conditions selected for each event of the user, which may include

5   ~~more than one among~~ at least one of the conditions such as frequency of the event generation, recentness of the event, and priority set in advance in connection with the event. The procedure for analyzing the event type and ~~judging~~ determining the interested field of the user is the same as the foregoing.

The storing part 1050 is designed to record the interested field of the user and a

10   predetermined symbol capable of identifying the corresponding advertisement. According to the preferred embodiment of the present invention, the advertisement cookie issued to the user is prepared by the advertisement file preparing part 1052 ~~in the inside~~ of the storing part 1050. Since such advertisement cookie is prepared and transmitted to the user, it is possible to record the interested field of the user and the

15   predetermined symbol, and store and manage information such as the interested field for each user and the advertisement related to the interested field~~,~~ or a symbol for identifying information, by providing a predetermined database means 1051 ~~to~~ in the storing part 1050. Also, according to the preferred embodiment of the present invention, the database means 1051 ~~that has been provided to~~ of the storing part 1050 may be also

20   provided in ~~the inside of~~ the advertisement server, not the central server, ~~so that it possibly to performs~~ perform a predetermined additional function. Also, according to the preferred embodiment of the present invention, ~~in case~~ where the user accesses through a predetermined log-in step, it is possible to store the advertisement file in a user information database (not shown), and ~~in case~~ where the user logs in and

25   subsequently uses a predetermined Internet service ~~afterward~~, it is also possible to

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. extract the advertisement file by referring to the user information database, and provide a predetermined advertisement related to the advertisement file, to the user.

The controlling part 1030 ~~plays a role of controlling~~ controls the overall operation of the central server.

5 The advertisement server, ~~which plays a role of storing~~ stores and ~~managing~~ manages a predetermined advertisement content, and is responsible for transmitting a predetermined advertisement to the user's terminal 1010 by analyzing the advertisement cookie stored in the user's terminal 1010. Also, according to the embodiment of the present invention, the advertisement server not only ~~possibly makes~~ forms the

10 advertisement file ~~on~~ in which the interested field of the user of the present invention is recorded and provides the advertisement using the above-described advertisement file, but also ~~possibly~~ provides a variety of advertisements to the user in cooperation with the conventional keyword advertisement or the general banner advertisement system. Referring to FIG. 10, the advertisement server according to the present invention may

15 include: the second advertisement database 1071 for storing advertisement data by which the advertisement is provided to the user through the general keyword sale; and the third advertisement database 1072 for providing advertisement data by which the general banner advertisement is provided to the user. The advertisement transmitting part 1060 provides a variety of advertisement data to the user according to a

20 predetermined ~~reference,~~ criteria under control of the controlling part 1030 of the central server. Namely, on one user interface screen, a variety of advertisement data such as advertisement data according to the interested field of the user, general keyword advertisement data, and general banner advertisement data, is arranged according to a predetermined ~~reference~~ criteria. Such predetermined ~~reference~~ criteria sets priority

25 among those advertisement data. For example, it is possible to arrange, on the upper

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right side of the user interface, ~~the~~ an advertisement of high priority and~~,~~ on the lower

left side of the user interface, ~~the~~ an advertisement of low priority. Such priority may be

determined depending on an advertisement charge paid by the sponsor.

The storing part 1090 ~~plays a role of storing~~stores, ~~in case~~ where the

5   advertisement cookie is issued, information such as an object keyword for which the

advertisement cookie is issued, keyword type information, and a predetermined user

terminal number for which the advertisement cookie is issued. Namely, the storing part

1090 ~~makes~~ forms a database using data for the issued advertisement cookie~~,~~ and the

analyzing part 1080 sums up the number of impressions generated at a predetermined

10   Internet website, by each user terminal, for each keyword included in the issued

advertisement cookie. Though ~~such~~ the summing ~~up~~ of the number of impressions can

be performed for all users of the relevant website as an object, it is also possible to

perform summing ~~up~~ of the number of impressions by sampling part of all users and

statistically estimate the number of impressions of all users, which is the same as the

15   foregoing. Also, the analyzing part 1080 ~~plays a role of generating~~ generates

predetermined feedback report information ~~which~~ that will be provided to the sponsor,

by putting together information for the relevant keyword data stored in the storing part

1090.

Also, it is possible that the advertisement server not only provides the

20   advertisement that corresponds to the list of the user's access intention~~,~~ to the user

through the web browser, but also transmits a predetermined advertisement to a user's

electronic mail, or even to the user's mobile communication terminal (cellular phone or

PDA (Personal Digital Assistant)). Though the advertisement server shown in FIG. 10 is

~~shown to be arranged,~~ physically separated from the central server, it would be obvious

25   to a person ~~of an~~ having ordinary skill in the art that such an arrangement is merely

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exemplary and the discrimination between the central server and the advertisement server is simply a functional discrimination for convenience in explanation.

Also, each of the elements constituting the foregoing advertisement system on the Internet according to the embodiment of the present invention is simply functionally discriminated for convenience in explanation, and has nothing to do with the real physical position or realization of each element.

In addition, embodiments of the present invention further relate to a computer readable media that include—includes program instructions for performing various computer-implemented operations. The media may also include, alone or in combination with the program instructions, data files, data structures, tables, and the like. The media and program instructions may be those specially designed and constructed for the purposes of the present invention, or they may be of the kind well known and available to those having skill in the computer software arts. Examples of computer-readable media include magnetic media such as hard disks, floppy disks, and magnetic tape; optical media such as CD-ROM disks; magneto-optical media such as floptical disks; and hardware devices that are specially configured to store and perform program instructions, such as read-only memory devices (ROM) and random access memory (RAM). The media may also be a transmission medium such as optical or metallic lines, wave guides, etc. including a carrier wave transmitting signals specifying the program instructions, data structures, etc. Examples of program instructions include both machine code, such as produced by a compiler, and files containing higher level code that may be executed by the computer using an interpreter.

FIG. 11 is an inner block diagram of the-a general computer system that can be used for the method and system for attracting and providing advertisement on the Internet using the Internet user's access intention of the present invention.

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The computer system includes any number of processors 1140 (also referred to as central processing units, or CPUs) that are coupled to storage devices including primary storage 1160 (typically a random access memory, or "RAM"), primary storage 1170 (typically a read only memory, or "ROM"). As is well known in the art, primary

5   storage ~~1160~~ 1170 ~~acts to transfer~~ transfers data and instructions uni-directionally to the CPU and primary storage 1160 is used typically to transfer data and instructions in a bi-directional manner. Both of these primary storage devices may include any suitable type of ~~the~~ computer-readable media as described above. A mass storage device 1110 is also coupled bi-directionally to CPU 1140 and provides additional data storage capacity and

10   may include any of the computer-readable media described above. The mass storage device 1110 may be used to store programs, data and the like and is typically a secondary storage medium such as a hard disk that is slower than primary storage. A specific mass storage device such as a CD-ROM 1120 may also pass data uni-directionally to the CPU. Processor 1140 is also coupled to an interface 1130 that

15   includes one or more input/output devices such as such as video monitors, track balls, mice, keyboards, microphones, touch-sensitive displays, transducer card readers, magnetic or paper tape readers, tablets, styluses, voice or handwriting recognizers, or other well-known input devices such as~~, of course,~~ other computers. Finally, processor 1140 ~~optionally~~ may be optionally coupled to a computer or telecommunications

20   network using a network connection as shown generally at 1150. With such a network connection, it is contemplated that the CPU might receive information from the network, or might output information to the network in the course of performing the above-described method steps. The above-described devices and materials will be familiar to those ~~of~~ having skill in the computer hardware and software arts.

25   While the invention has been shown and described with reference to certain

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preferred embodiments thereof, it will be understood by those skilled in the art that various changes in form and details may be made therein without departing from the spirit and scope of the invention as defined by the appended claims.

5   **Industrial Applicability**

It is, therefore, an object of a method and system for attracting and providing advertisements on the Internet using an Internet user's access intention according to the present invention, to maximize an advertisement effect, by graspingdetermining an Internet user's access intention and by getting a sponsor intending to advertise a
10   predetermined advertisement on the Internet, to possibly provide an advertisement to a user who is interested in a field related to the advertisement of the sponsor.

It is another object of a method and system for attracting and providing advertisements on the Internet using an Internet user's access intention according to the present invention, to resolve the problem of exhaustion of the advertisement resources,
15   by providing a new advertisement scope, growing out of the advertising method based on the general keyword advertisement of the conventional art.

It is still another object of a method and system for attracting and providing advertisements on the Internet using an Internet user's access intention according to the present invention, to create a new advertisement method by graspingdetermining an
20   Internet user's access intention in advance and by providing the Internet user's access intention to a sponsor, who wants to provide an advertisement related to such an access intention, to a user through the Internet.

The foregoing descriptions of specific embodiments of the present invention have been presented for purposes of illustration and description. They are not intended to be
25   exhaustive or to limit the invention to the precise forms disclosed, and obviously many

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modifications and variations are possible in light of the above teaching. The embodiments were chosen and described in order to best explain the principles of the invention and its practical application, to thereby enable others skilled in the art to best utilize the invention and various embodiments with various modifications as are suited

5   to the particular use contemplated. It is intended that the scope of the invention be defined by the claims appended hereto and their equivalents.